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JUN 26 2011

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CHAMBERS OF
HONORABLE SUSAN D. WIGENTON

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June 24, 2011

VIA FEDERAL EXPRESS

RECEIVED

Honorable Susan D. Wigenton
United States District Judge
United States District Court
District of New Jersey
Martin Luther King Jr. Federal Building and U.S. Courthouse
50 Walnut Street
Newark, New Jersey 07101

JUN 27 2011

CHAMBERS OF
HONORABLE SUSAN D. WIGENTON

Re: The Hershey Co., et al. v. Promotion in Motion, Inc. (No. 07 Civ. 1601)

Dear Hon. Judge Wigenton:

We represent Defendant Promotion in Motion, Inc. ("PIM") in the above-referenced case, and write with the consent of counsel for Plaintiff The Hershey Company ("Hershey"). We write to advise the Court that the parties have agreed to the following briefing schedule in connection with PIM's motion pursuant to Fed. R. Civ. P. 54(b) to reconsider the Court's summary judgment ruling on the issue of genericism in light of new evidence:

PIM's Moving Papers Due: July 8, 2011

Hershey's Opposition Papers Due: July 29, 2011

PIM's Reply Papers Due: August 12, 2011

We respectfully request that the Court approve the parties' proposed schedule.

Respectfully submitted,

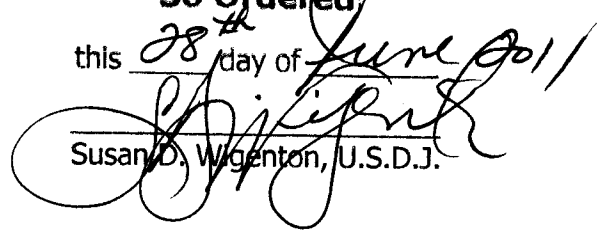


Richard S. Mandel

cc: Thomas Smart, Esq. (via email)
Paul C. Llewellyn, Esq. (via email)

So Ordered

this 28th day of June 2011



Susan D. Wigenton, U.S.D.J.